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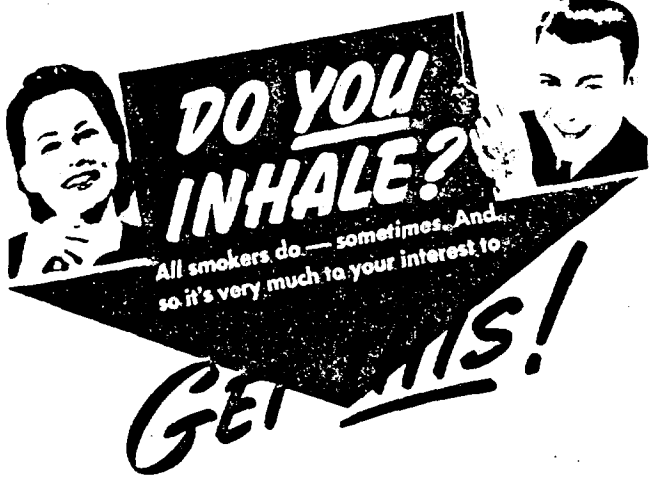


CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

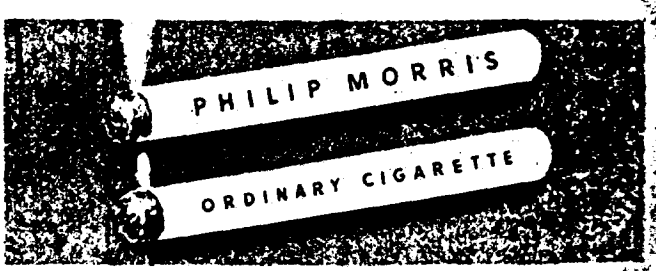
Enjoy to the full the flavor and aroma of the world's finest tobaccos — with no worry about throat irritation — *even if you inhale!*

Found by eminent doctors on comparing four other leading cigarette brands average three times as irritant as the strikingly contrasted Philip Morris—and the irritation lasts more than five times as long!

DO YOU INHALE?

All smokers do — some times. And inhaling increases the chance of smoking-irritation.

● Long known to eminent medical authorities is this vital difference between Philip Morris and four other leading cigarettes. *On comparison, the other four brands averaged 235% more irritant than the strikingly contrasted Philip Morris.* Read on:



● *Further — the irritant effect of the four other leading brands was found to last more than five times as long!* You can't *see* this difference — but you can *feel* it, *especially when you inhale!* That's vital to *all* who smoke!

● Especially if you inhale—Call for Philip Morris! Enjoy the world's finest tobaccos —with no worry about throat irritation.

AMERICA'S FINEST CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME

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